

ABSTRACT OF THE DISCLOSURE

A merchandising hanger ~~is described that~~ has a planar surface adapted to receive printed indicia thereon and characterized by having a top and a base. The top of the planar surface is formed as a hook, cutout, or hole so as to allow the merchandising hanger to be suspended from a conventional merchandising rack. A tab extends from the base of the planar surface and includes a stud integral with the tab and a stud-receiving aperture in another portion of the tab. The aperture has a flange associated therewith. Intermediate between the stud and the aperture is a tab portion having a thickness less than the tab portion proximal to the planar surface. The relative thicknesses of tab portions and the interaction between the stud and complementary aperture afford a theft deterrent without compromising the merchandising function.